

Author: Tom Beaver

Category: Beaver Memos

Date: April 18, 2008

“Symbolism of Institute Logo” (April 18, 2008) by Dena O’Flynn

The logo of the John E. Fetzer Institute is rich with symbolic meaning, both in its entirety and within each of its elements. The logo has been reproduced above in black and white for your convenience.

As a whole, the logo symbolizes the life force from the higher, spiritual realms flowing down and manifesting at one point in time and space. The visual flow of the inverted triangle is downward to a point, showing in one image how knowledge, wisdom, and spiritual understanding flow from the universe, and are funneled to us when we take time to listen.

External Symbolism

The upper line of the inverted triangle symbolizes the great knowledge of the inner, or spiritual, regions. This is the fundamental spiritual knowledge which can be reached through active effort on our part.

The point at the bottom of the triangle symbolizes the Fetzer Institute itself—the corporate entity, the physical building and the employees. The Institute, created at a point in time and space, is trying to share greater awareness and understanding with the world.

The side lines that complete the inverted triangle visually represent the people involved with the Institute seeking greater knowledge, specifically in the area of holistic medicine. It also represents the path that knowledge takes when it is given to people—a downward flow from the spiritual to the physical realm. Another way to look at this is to see the people of the Institute reaching up with outstretched arms for knowledge and receiving it through their willingness to be open and vulnerable to the process of education and research.

In conventional western spiritual wisdom, the inverted triangle can also stand for the Trinity: Father, Son, and Holy Spirit. The Father, signifying will and power, is represented in the upper right point. The Holy Spirit, or active intelligence, is shown in the upper left point. And the Son, a representation of love and wisdom, is associated with the bottom point. This again relates to the concept of spiritual wisdom flowing downward and manifesting at a point in time and space in the physical world. For Christians, this manifestation was embodied in Jesus of Nazareth.

There is also a second trinity describing each person and their relationship with others. When we care for and understand ourselves on the physical, mental/emotional and spiritual levels, we are better able to understand and care for others. And the more wisdom and knowledge we can attain, the more we can serve and share with others. So, the three sides of the triangle stand for the physical, mental/emotional and spiritual paths we are all walking.

Internal Symbolism

The stylized, linked “j” and “P” has several different levels of symbolism. The most immediately obvious is that these are John Fetzter’s initials, so the motivation and energy of the founder of the corporation is present in its logo.

The “P” is designed in the simple manner of a shepherd’s staff, the traditional biblical symbol of spiritual protection and guidance.

The “j” and “P” together symbolize the linking and integration of many forces, methods, and paths. This is in keeping with the Institute’s philosophy of exploring and using many different ways to help people achieve and maintain good health.

This symbol also shows the flow of physical and spiritual energy up and down, with a merging of those energies at the center where the “j” and “P” meet. This is a sign of balance in humanity, like the yin and yang in traditional Eastern thought. It shows that both inner and outer awareness and action are necessary to a balanced life. In addition, as they come together in the center of the symbol, the “j” and “P” create a straight line. This symbolizes humanity standing straight and tall in the flow of knowledge coming from and through all realms.

The joining of the two letters also creates a stylized cross. This stands for freedom from physical pain and bondage. It is another reminder that the Institute’s activities are devoted to helping people find proper balance in their lives and free themselves from ill health and negative attachments to the physical plane. The center also can be looked upon as a sinusoidal wave, a representation of the fundamental alternating electrical currents of life.

This is a reminder of how important it is that we get in touch with our basic life-giving energy in the physical realm, and transform that into higher knowledge for use in serving others.

The Colors

The Institute logo is used in either gold or royal blue. Each color has a different and specific meaning.

Gold is indicative of higher wisdom—a symbol of Christ consciousness coming into manifestation on the physical plane. Like the physical metal, the color stands for spiritual clarity, purity, indestructibility and wealth. For the Institute, it symbolizes the higher spiritual wisdom being brought forth and shared with others.

Blue symbolizes the balancing of physical and auric energies, and has long been regarded as a powerful color associated with healing. It is also the color of mental/intellectual wisdom and understanding. Therefore, it is a primary visual symbol of the Institute’s commitment to research in the area of holistic health.